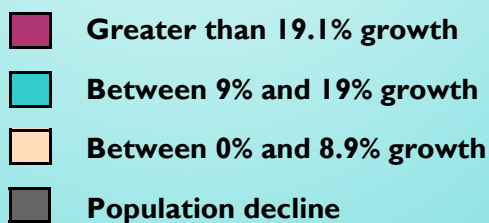
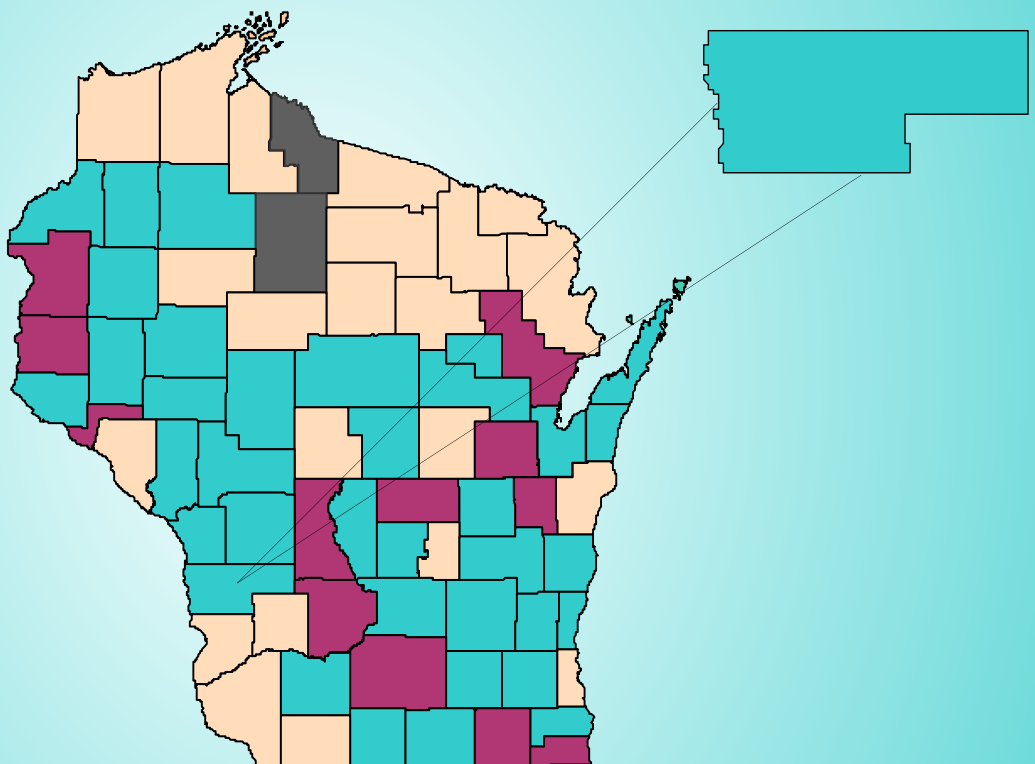


# Vernon County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



## County Population

The population in Vernon County increased 1.9 percent from April 2000 through December 31, 2001. The increase of 528 residents was primarily from individuals moving into the county. Vernon County's population kept pace with the percent change in the state but fell just short of keeping pace with the national growth rate during the same time period.

The largest numerical increases in population were in the towns of Viroqua, Clinton, and Bergen. The official increase in population in these three townships totaled 132, and together accounted for 25 percent of the total increase in county population.

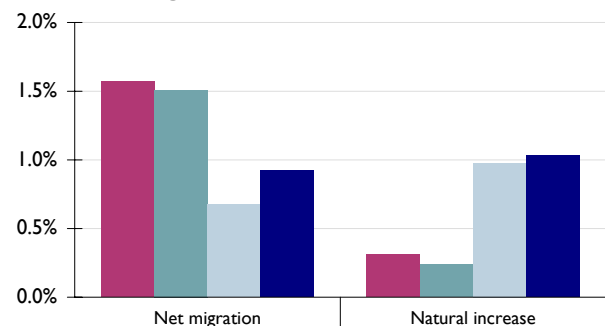
The migration rate in Vernon County was higher than the 0.9 percent migration rate in Wisconsin but, and it topped the experience of other non-metropolitan counties in the state as well. There was a net increase of 441 individuals in the county from migration since 2000.

The increase in population from natural causes totaled just 87 even though there were 670 births in the county. One reason why the increase in population from natural causes is so much lower than other counties is that the median age in Vernon County in 2000 was 39.1 years, one of the highest in Wisconsin.

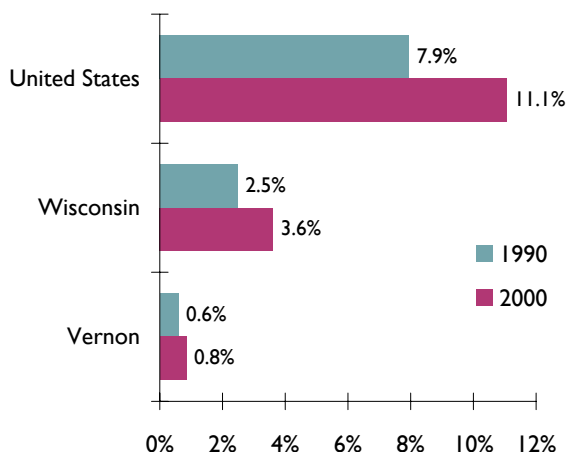
### Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
<b>United States</b>	281,421,906	286,923,000	2.0%
<b>Wisconsin</b>	5,363,701	5,453,896	1.7%
<b>Vernon County</b>	28,056	28,584	1.9%
<b>Largest Municipalities</b>			
Viroqua, City	4,335	4,357	0.5%
Westby, City	2,045	2,077	1.6%
Viroqua, Town	1,560	1,597	2.4%
Clinton, Town	1,354	1,407	3.9%
Bergen, Town	1,317	1,359	3.2%
Hillsboro, City	1,302	1,316	1.1%
Jefferson, Town	974	986	1.2%
Franklin, Town	923	926	0.3%
Christiana, Town	871	875	0.5%
Hamburg, Town	848	873	2.9%

### Net migration and natural increase



### Share of Foreign-born Residents



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The population in Vernon County is still mostly white and the county's share of foreign-born residents is very low compared to the United States, and even Wisconsin.

Barring some unforeseen and radical change in the county's make-up and demographic trends, growth in the county's population will continue the current

(Continued on page 2)

## Vernon County Workforce Profile

### Population Projections by Age Groups in Vernon County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
<b>2000</b>																
Male	971	1,047	1,169	1,134	609	630	786	967	1,165	1,047	917	779	657	532	503	954
Female	864	1,017	1,180	1,041	561	615	785	1,028	1,115	1,009	881	708	605	646	615	1,519
<b>2005</b>																
Male	1,039	1,066	1,120	1,170	861	648	681	836	1,001	1,183	1,082	956	766	610	460	921
Female	995	950	1,091	1,131	812	650	685	833	1,064	1,151	1,041	900	719	593	588	1,512
<b>2010</b>																
Male	1,057	1,119	1,122	1,117	885	913	702	726	867	1,017	1,230	1,133	947	716	530	872
Female	1,014	1,074	1,003	1,045	881	929	728	731	867	1,103	1,191	1,066	918	710	540	1,479
<b>2015</b>																
Male	1,108	1,122	1,171	1,112	838	935	976	744	749	877	1,053	1,284	1,117	885	621	896
Female	1,064	1,079	1,128	954	807	1,005	1,019	773	758	896	1,136	1,211	1,081	904	644	1,412
<b>2020</b>																
Male	1,152	1,160	1,170	1,157	831	882	994	1,027	765	756	909	1,101	1,267	1,044	768	989
Female	1,104	1,118	1,129	1,068	732	919	1,095	1,071	799	781	922	1,152	1,223	1,062	819	1,459

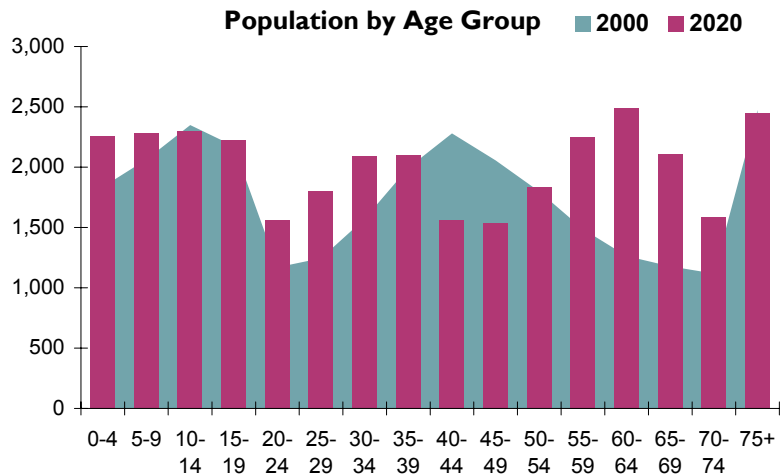
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

trend of aging. Nationally, more births are occurring in non-white populations, plus a median age of nearly 40 cannot be overlooked, and that median age will only increase in the years to come.

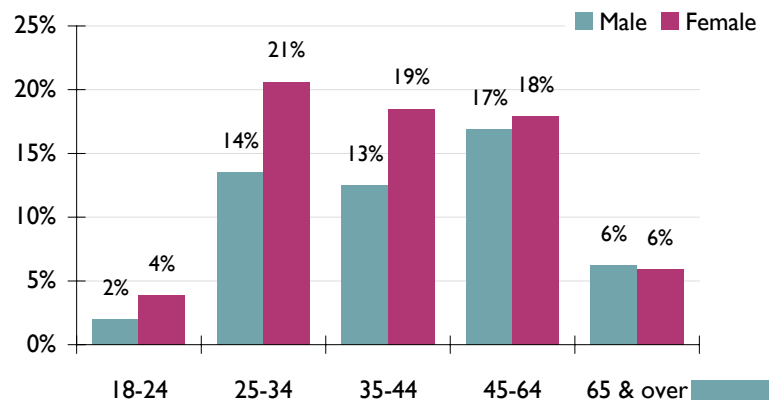
Population age projections illustrate that the share of population over the age of 60 will increase from 21 percent in 2000 to 27 percent in 2020 as the population under 20 years old declines from 30 percent to 27 percent.

From 2000 to 2020 the total population is projected to increase by just over 4,300 residents even though the population under 60 will decline by 290 persons. Sixty percent of the total population increase in Vernon County will be in the 60 and over cohort.

A noticeable trend in Vernon County, as well as in the state, is that a higher share of younger females have at least a bachelor's degree than men. What makes Vernon County different than most other areas of the state is that this trend continues throughout all age groups in the county. At a statewide level, older generations have higher percentages of males with college degrees; generations where in most areas more men attended college than women. Many older men in Vernon County are employed in farming or other blue-collar occupations.



### Percent of age group with at least a Bachelor's degree in Vernon County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In 2002, the LFPR in Wisconsin of 73 percent placed Wisconsin among the five highest states in the United States. The overall participation rate in Vernon County in 2002 was 65.7 percent, slightly lower than the national LFPR of 66.6 percent and substantially lower than the rate in the state. It's likely that Vernon County's LFPR is lower than the state rate because Vernon's median age is higher than the statewide median age and is increasing at a faster rate than in the state.

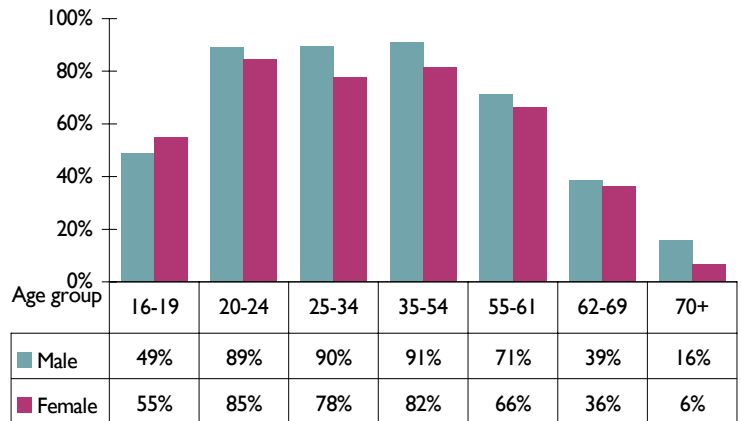
A population in Vernon County that is increasingly over 60 years old and an increasing median age are issues that will need to be addressed in the next 5-10 years.

The labor force projections in the bottom graph assume current participation rates by age and sex of the projected population in 2020. By 2020, even though the number of residents in Vernon County will increase by 4,300, the number of residents who participate in the labor force will increase by half that. Increasing the participation rate among Vernon County's older population could help alleviate some of the impending labor shortage.

Of the roughly 14,100 residents who currently participate in the labor force about 13,300 are employed and 800 are unemployed. The number of employed is down from a high in 1998 due to the recession and loss of jobs in the county. In 2002, Vernon County the annual average unemployment

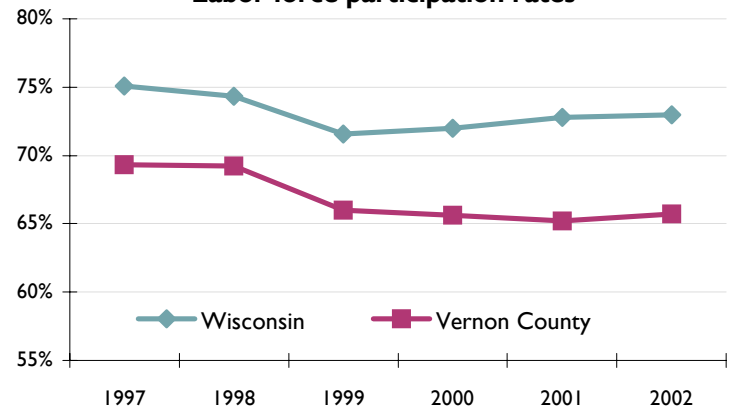
(Continued on page 4)

**Vernon Labor Force Participation by Age & Sex in 2000**



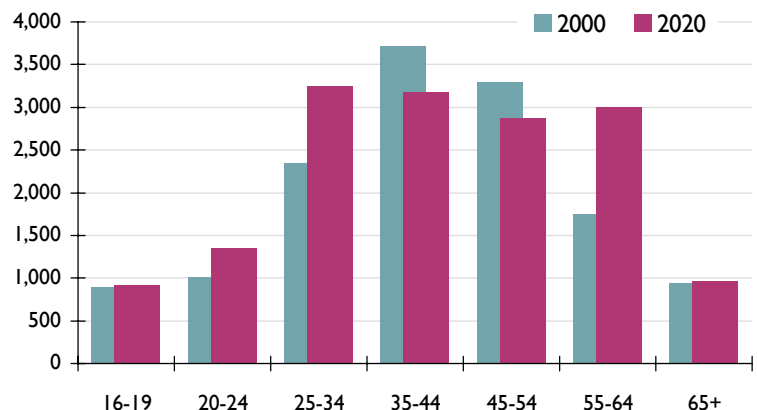
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

**Labor Force by Age in 2000 & 2020 in Vernon County**



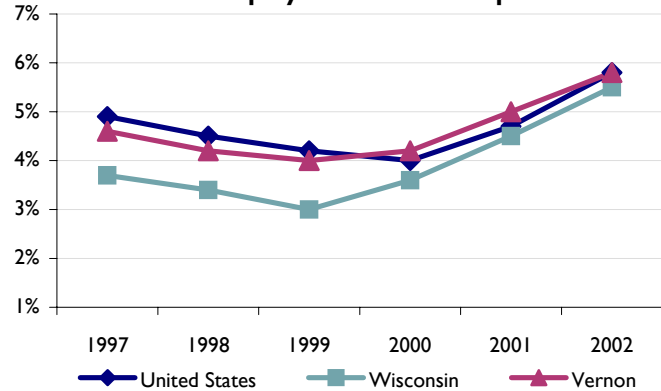
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

## Vernon County Workforce Profile

rate climbed to the highest level since 1993.

When the economy recovers labor shortages will once again become a major problem for employers. In the recovery to come, unemployment rates will decline. By 2020, labor shortages will be acute in Vernon County. With a modest increase in employment (and it's likely to be stronger than modest, as older persons increase the demand for service workers) and a projected total labor force in 2020 of roughly 15,500, the unemployment rate in Vernon County will be around two percent.

Unemployment Rate Comparison



Vernon County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	13,836	13,999	13,416	13,902	14,025	14,092
Employed	13,195	13,405	12,886	13,314	13,323	13,275
Unemployed	641	594	530	588	702	817
Unemployment Rate	4.6%	4.2%	4.0%	4.2%	5.0%	5.8%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Vernon County is in the Western region of the state and the lists on the right is representative of the jobs in that eight-county region

The greatest numerical demand for workers is found on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and office clerks. All three require a greater degree of education and the wage scales reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, usually with higher training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,200 jobs increased only 10 percent.

Western Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$16.65
	Network/Computer Systems Admin	Bachelor's degree	\$23.49
	Medical Records/Health Info Techs	Associate degree	\$11.43
	Medical Assts	1-12 mo. on-the-job training	\$10.61
	Personal and Home Care Aides	1-month or less training	\$8.25
	Computer/Information Systems Mgrs	Work experience & degree	\$29.77
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.30
	Computer Systems Analysts	Bachelor's degree	\$24.14
	Home Health Aides	1-month or less training	\$9.03
	Dental Assts	1-12 mo. on-the-job training	\$10.93
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.91
	Cashiers	1-month or less training	\$7.60
	Retail Salespersons	1-month or less training	\$9.04
	Waiters/Waitresses	1-month or less training	\$7.55
	Registered Nurses	Bachelor's degree	\$20.23
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$20.88
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.42
	Office Clerks/General	1-month or less training	\$10.27
	Bartenders	1-month or less training	\$7.41
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.95

\* The most common way to enter the occupation, not the only way

\*\* Wages from Occupation Employment Statistics survey responses for region, 2001  
Western WDA includes Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon counties.

Source: WI DWD, Bureau of Workforce Information, 2002

## County Commuting Patterns

Vernon County workers are very mobile and many Vernon County residents work in a place other than their county of residence. Generally they commute alone more than ever before. In the 1990 Census, 60 percent of Vernon County workers drove alone and 13 percent carpooled. According to Census 2000, 71 percent of residents drove to

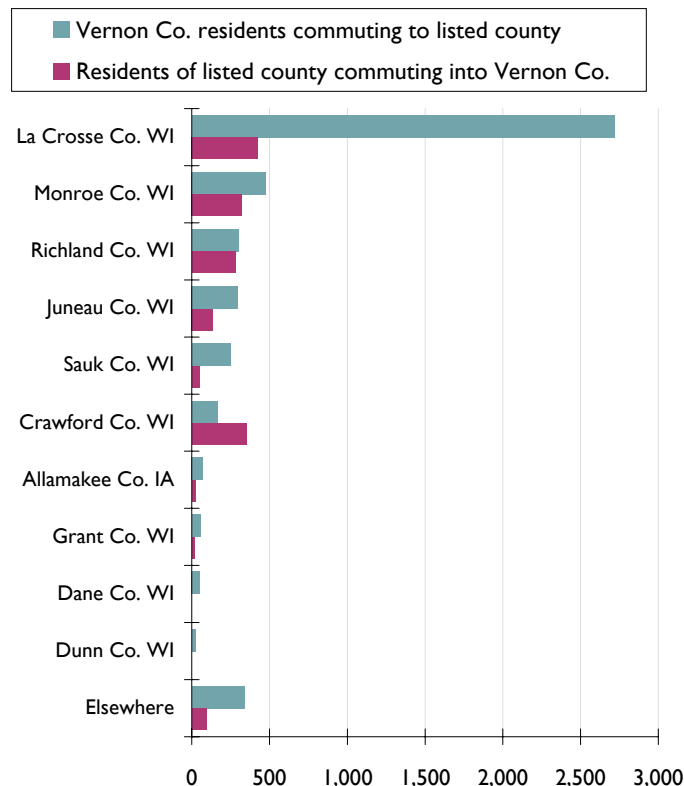
work alone and 11 percent carpooled.

Workers are also spending more time traveling to jobs. The average time it took Vernon County residents to get to work increased from 19.3 minutes in 1990 to 23.7 minutes in 2000.

The number of workers who commute to jobs in La Crosse County increased from 1,677 in 1990 to nearly 2,300 in 2000. Some of the reasons that workers leave Vernon County and travel to La Crosse County include wages that are higher than in Vernon and more opportunities in management/professional positions that exist in La Crosse County. There is also a larger manufacturing sector in La Crosse, Monroe, or Juneau counties that attracts Vernon County workers seeking manufacturing employment.

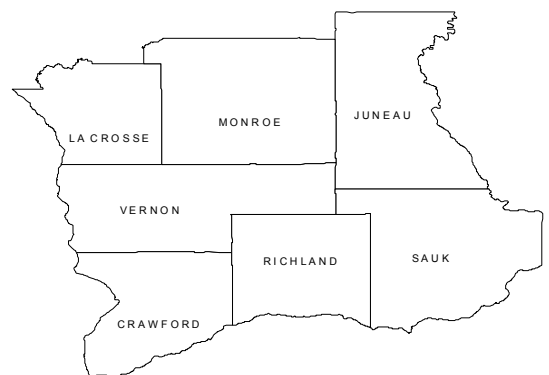
In 1990, Vernon County 2,251 more workers commuted out of the county for a job than the number who traveled into the county for work. By 2000, that number increased to 2,972. La Crosse County is the destination of sixty percent of the outbound commuters. About ten percent travel to Monroe County.

Crawford County is the only bordering county where traffic to employers in Vernon County exceeds the number of workers leaving the county to work in Crawford.



	Vernon Co. residents commuting to listed county	Residents of listed county commuting into Vernon Co.	Net gain or loss of workers
La Crosse Co. WI	2,719	425	-2,294
Monroe Co. WI	477	324	-153
Richland Co. WI	302	281	-21
Juneau Co. WI	297	138	-159
Sauk Co. WI	250	50	-200
Crawford Co. WI	167	351	184
Allamakee Co. IA	72	24	-48
Grant Co. WI	55	18	-37
Dane Co. WI	53	not avail.	not avail.
Dunn Co. WI	24	not avail.	not avail.
Elsewhere	340	96	-244

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files





## Industry Employment -

### Introducing NAICS (North American Industry Classification System)

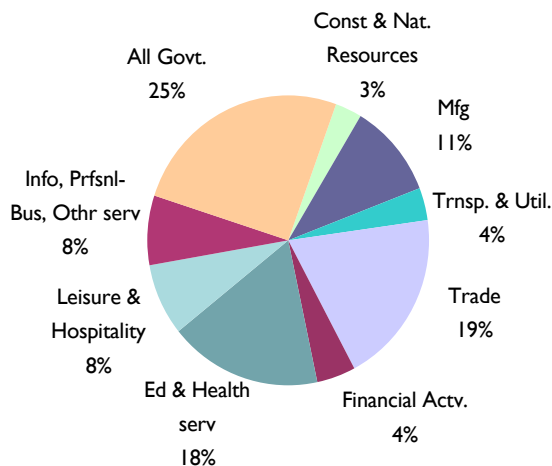
The North American Industry Classification System (NAICS) is a fairly new way of categorizing employers by industry. It was introduced in most areas, including Wisconsin counties, in 2002. It replaces the old system known as Standard Industrial Classification (SIC).

A tome could be written explaining the reasons for the change and the differences in the two systems. For the sake of brevity, NAICS was introduced to reflect a changing economy (new and evolving indus-

tries) and to include all three North American countries in a uniform coding system.

NAICS gives more industry detail reflecting industries that are more contemporary than its coding predecessor. SIC and NAICS data are so different that they cannot be compared to one another even if the industries share the same or similar name. The table at the bottom of the page shows the 2002 industry employment composition for Vernon County in present and former coding systems.

#### Vernon County Industry Distribution: 2002



Some of the more notable changes include; transportation employment is grouped with warehousing and utilities in NAICS. In SIC this super sector included communication. Most jobs in communication were moved to a new NAICS sector, information.

Wholesale and retail trade jobs declined to 19 percent of total employment in NAICS from 24 percent in SIC. The primary reason is that jobs with restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor the rapidly expanding health services

(Continued on page 7)

#### 2002 Industry Employment in Vernon County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	251	3%	Construction & Mining	3%
Manufacturing	879	11%	Manufacturing	11%
Transportation, warehousing & utilities	306	4%	Transportation, utilities & communication	4%
Trade (wholesale & retail)	1,618	19%	Wholesale trade	5%
			Retail trade	19%
Financial activities	363	4%	Finance, insurance & real estate	5%
Information, professional & business services, other services	660	8%	Services & misc (incl. agr, forestry, fishing)	27%
Education and health services	1,463	18%	Government	26%
Leisure & hospitality	662	8%		
Government	2,124	26%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Vernon County Workforce Profile

sector, grouped with private education in the monthly estimates. Most education jobs are included in the broader government sector in the monthly estimates.

The statistics detailed on this, and the preceding, page do not include farm employment of individual owners and operators. According to a 1996 report

by the University of Wisconsin-Extension, Vernon County ranked third highest in percentage of jobs that were farm and farm-related among the 72 counties in Wisconsin. The report indicated that Vernon County, with 42.9 percent of employment on farms and in farm-related jobs, was one of only four counties in the state where farm/farm related employment exceeded 40 percent in 1996.

### Top 10 Industry Groups in Vernon County

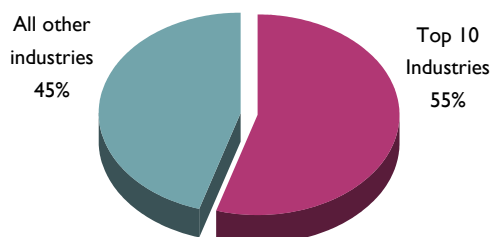
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	9	1,129	5
Nursing and Residential Care Facilities	8	516	67
Executive, Legislative, & Gen Government	34	504	21
Food Services and Drinking Places	39	500	-28
Hospitals	*	*	*
Merchant Wholesalers, Nondurable Goods	18	432	36
Machinery Manufacturing	*	*	*
General Merchandise Stores	*	*	*
Credit Intermediation & Related Activity	12	242	8
Social Assistance	10	228	-43

\*data suppressed to maintain confidentiality

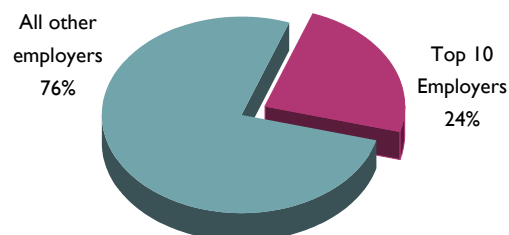
### Top 10 Private Employers in Vernon County

Company	Product or Service	Size
Vernon Memorial Hospital	General medical & surgical hospitals	250-499
Fleet Guard	General purpose machinery manufacturing	250-499
Coulee Region Organic Produce	Agricultural merchant wholesalers	100-249
Bethel Home and Services	Homes for the elderly	100-249
Wal-Mart Associates	Warehouse clubs and supercenters	100-249
St Joseph's Community Health	General medical & surgical hospitals	100-249
Tri-State Breeders	Support activities for animal breeding	100-249
Vernon Area Rehabilitation Center	Vocational rehabilitation services	100-249
Dairyland Power Genoa	Electric power generation	100-249
NCR	Manifold business forms printing	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Vernon County Workforce Profile

The bottom graph emphasizes the strong presence of health services employers in Vernon County. Roughly 31 percent of all jobs in the county and 32 percent of the total payroll is from the super-sector that includes education and health services. However, with an annual average wage for workers in this sector of \$22,842 which was only 68 percent of the statewide average wage for similar workers, it would appear that a higher percentage of health workers in Vernon County are in entry-level and semi-skilled jobs as compared to similar workers in the state.

### Average Annual Wage by Industry Division in 2002

	Average Annual Wage Wisconsin	Average Annual Wage Vernon County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 22,070	68%	4.1%
Natural resources	\$ 25,481	\$ 18,620	73%	15.4%
Construction	\$ 39,649	\$ 26,241	66%	3.8%
Manufacturing	\$ 40,584	\$ 30,099	74%	7.9%
Trade, Transportation, Utilities	\$ 28,422	\$ 22,791	80%	4.1%
Information	\$ 38,871	\$ 27,189	70%	-4.0%
Financial activities	\$ 40,337	\$ 24,489	61%	7.1%
Professional & Business Services	\$ 36,324	\$ 25,328	70%	3.0%
Education & Health	\$ 33,768	\$ 22,842	68%	2.2%
Leisure & Hospitality	\$ 11,837	\$ 7,329	62%	4.4%
Other services	\$ 19,500	\$ 13,693	70%	-37.5%
Public Administration	\$ 33,769	\$ 18,560	55%	1.7%

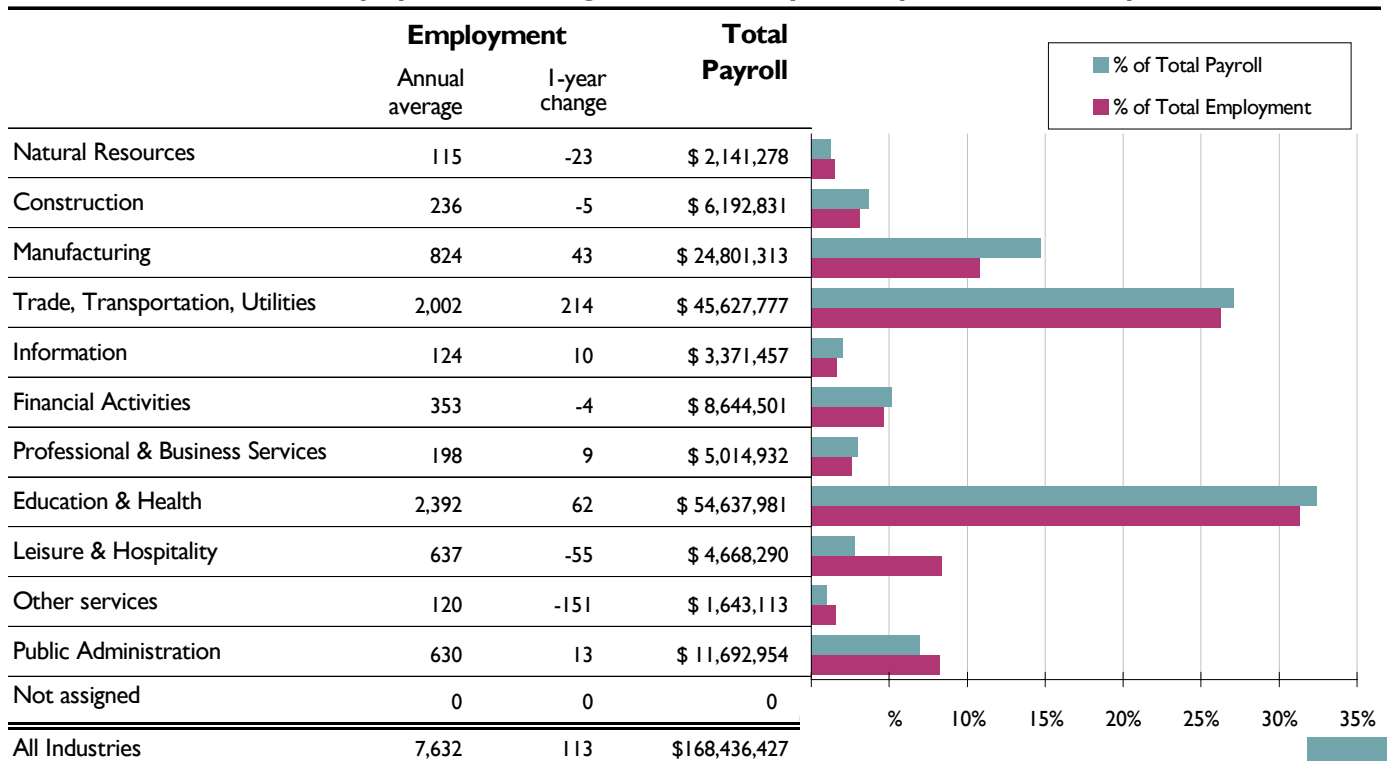
Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

County are about two-thirds of the statewide wage.

The average wage for all workers in Vernon County of \$22,070 increased 4.1 percent from the 2001 average of \$21,205. Statewide, the average wage rose 2.7 percent in 2002. On average, wages in Vernon

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

### 2002 Employment and Wage Distribution by Industry in Vernon County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

Per capita income (PCPI) is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can influence the type of services and housing available within a county.

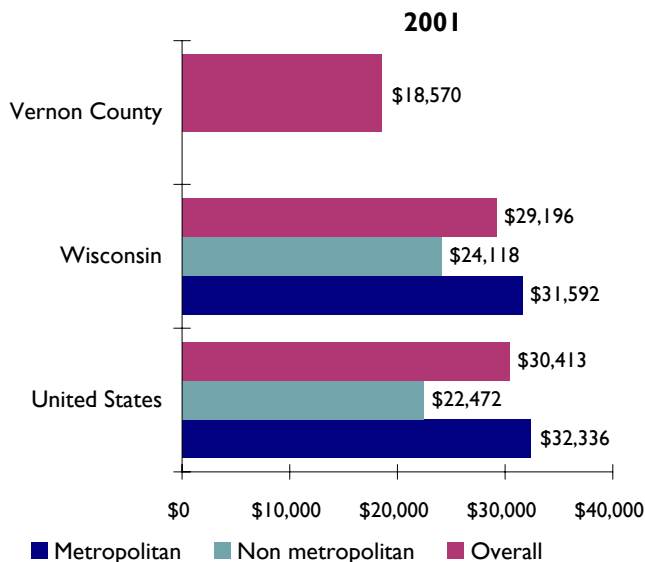
Vernon County's PCPI growth rate has been sluggish over the last five years, increasing 20.3 percent, and lagging both the state and national increase by five percentage points. Vernon County's PCPI in

2002 of \$18,570 ranked 71 out of Wisconsin's 72 counties. Only Menominee County's PCPI was lower. Per capita income can be influenced by the number of wage earners, average family size, the types of occupations available, average age of the residents, and the county's participation rate.

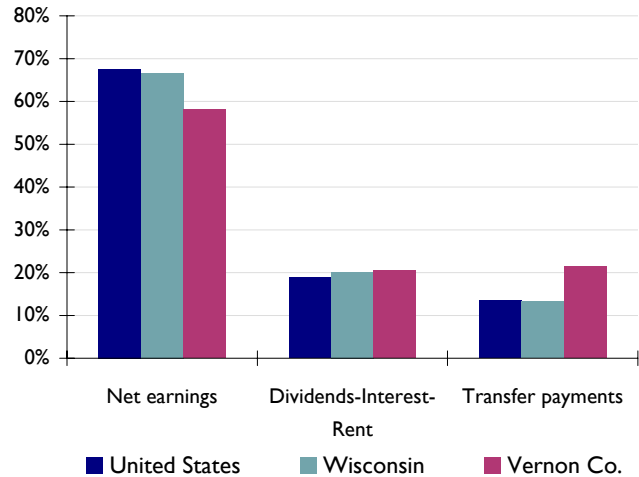
In Vernon County in 1999, nine percent of all families, 14.2 percent of individuals, and 23.5 percent of single mother families, lived in poverty. All of these percentages are higher than the state average.

**Per Capita Personal Income**

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Vernon County	\$15,433	\$16,227	\$17,107	\$17,526	\$18,253	\$18,570	1.7%	20.3%



**Components of Total Personal Income: 2001**



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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